



**AFTER
SCHOOL
HUSTLE**

2019 ANNUAL REPORT

First Draft | English Version
Berlin, 20 January 2020

INTRODUCTION AND SUMMARY

The year 2019 is marked by the first major expansion of the project. People were hired and the output was significantly increased – not just in volume, but also in breadth.

This can be considered a major success. We see sufficient demand for our program – from teenagers as well as from the adults that volunteer to teach. Furthermore, After School Hustle as an organization is able to efficiently and continuously meet this demand. In 2019 we produced 68 workshops and a number of additional programs.

The more we produce, the stronger we become as an organization. Our experience grows and our processes improve. But most importantly, we are able to expand our community. Significantly more people are aware of us today than one year ago. This enables us to improve our marketing results and establish new relationships.

A challenging aspect of our work remains fundraising. The support of our founding partner, the Beisheim Foundation, as well as many other donors like H&M or Adidas, has allowed us to finish the year 2019 in a strong position. We are proud of what we have accomplished and are eager to accomplish more.

However, to continue on our growth trajectory, we need to add partners and develop further sources of funding. Even after more than two years of After School Hustle, we are still a young start-up and a lot of work is ahead of us.

Berlin in January 2020

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This is the first draft version of the report and might contain some errors and typos.

OUR PURPOSE

Our purpose is based on the diagnosis that teenagers are not always able to realize their full potential. Large investments are being made in the education sector, but they are still not sufficient.

Considering the fundamental importance of competence, character and awareness of possibilities – for the individual as well as for society – we dedicate our efforts to increasing the support that teenagers have for their development.

In particular, we believe that tangible skills are an area where improvement is necessary and attainable. Mastering of skills is fundamental for two reasons:

The ability to manipulate the world around them gives humans relevance and meaning. They recognize themselves in the things they produce or change. Without this sense of impact, they suffer from resignation, lack of self-worth and doubts about their ability to influence their own life.

Learning itself is another source of pride and vital in changing economics circumstances. Attempting to learn something may be painful, as it exposes deficiencies. But with confidence and some grit many challenges can be overcome. Whether one is able to continue learning is partly an issue of character, not just talent.

However, possessing valuable skills and being able to learn new ones is not enough. It is crucial to be aware of the options that life has to offer in order to make use of them.

After School Hustle was conceived to address all three of those issues simultaneously. The next section outlines that main guideposts that are underpinning our approach.

CONCEPTUAL GUIDELINES

Our goal is to build an additional pillar of the education system. To do this effectively and efficiently, guidelines are necessary to focus attention and inform decisions.

Outside of school and voluntary

We want to create a new context for experiencing education – one that is similar to professional life. Teenagers are encouraged to come to our workshops, but they are not forced to. They have to decide for themselves if they want to participate and do the work that is usually expected in such situations: sign up, find out where the workshop is held and what the requirements are, and finally show up and contribute.

Personal

While new technology is fundamental for the realization our program, it should be limited during the education experience. We are establishing a decidedly non-digital program. In our workshops people come together and learn in direct conversation and practice, using devices only when absolutely necessary.

Free of charge

Our program has to be accessible for everybody – as long as they are a teenager. Hence everything is free of charge for participants, including materials and food. As the coaches are not paid either, the education experience happens in a context without financial transactions.

Taught by professionals

All our workshops are taught by people who really understand their craft. They can answer any question that may arise, making each education experience tailored to the needs of the participants. Importantly, they are good role models and showcase an inspiring biography.

Funded through donations

We tailor our program to the needs of teenagers, not the requirements of grant providers. We are confident that high quality and absolute transparency can entice additional funds for education from corporations, foundations and individuals.

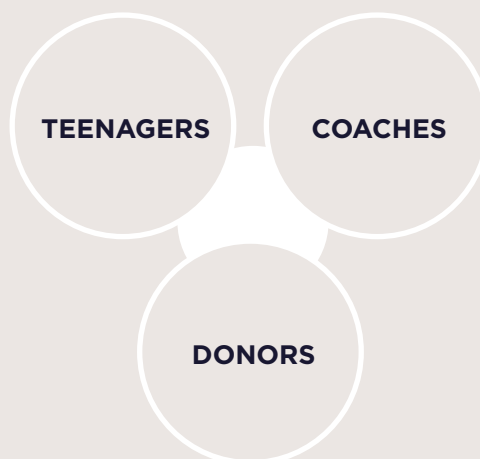
IMPLEMENTATION

After School Hustle is based on one crucial observation: There are plenty of qualified people who could take responsibility for teaching the next generation, but who do not have a structure that enables them to do so.

We created a three-sided platform that brings together teenagers, coaches and donors. Each of those groups is treated as customers for whom we want to create value. Clever use of technology allows us to stay nimble and to create high quality programs with low cost. It also allows us to make potential customers and partners aware that these programs exist.

In 2019 we aimed at creating two workshops per week – every Saturday and every Sunday. Such a workshop has a duration of about 5 hours. On average we had eight participants in every workshop. This is by design – small class size is a core quality marker for us. Almost every workshop was fully booked, as we adjust our marketing efforts depending on the number of sign-ups.

The workshops are highly practical. We establish a professional environment and work with the teenagers on challenging exercises. The goal is always to teach them the outlines of a particular skill, so that they have the foundation for further study on their own. The topics are diverse, but always relevant for a productive lifestyle and with visible achievements and conducive to personal growth.



WORKSHOPS PRODUCED IN 2019

Our main competence is in producing workshops. We find professionals who are interested in sharing their expertise with teenagers or help them find us. Then we develop the format of the workshop with them, based on our insights into the requirements of teenagers. And finally we provide the infrastructure to run the workshop and guide the coach through it. Each workshop is an event, which we not only have to prepare, but also promote and evaluate.

The selection of topics is broad, but we do have a set of criteria: The particular skill need to be relevant in today's economy. It has to be productive rather than just expressive. Lastly, it has to be applicable for the teenagers outside of the workshop and allow for continuous self-guided learning.

Below is a list of topics that we covered in our 68 workshops 2019. The numbers indicate the count in each domain. These workshops were led by 37 coaches, many of whom joined us in 2019 and will hopefully stay involved.

VISUAL COMMUNICATION

Typography
Layout
Branding
Webdesign
Infographics

13

BUSINESS

Entrepreneurship
Marketing
Data Analytics
Spreadsheets
Project-Management

13

PHOTOGRAPHY

General techniques
Portraits
Photo editing

4

FILM

Directing
Editing
Advertisement Production

6

SOUND

Music Production
DJing
Podcasts

5

WRITING

Fiction
Music Journalism
Copy Writing

6

FASHION

Fashion Design
Creative Direction
Editorial Design

5

DRAWING

General
Portraits
Storyboards

5

OTHER

Architecture
Psychological Reflection
Job Applications

Visual Storytelling
Presentation Design
Curating
Programming

11

OTHER FORMATS

Workshops are the core of our program. They can have a direct impact on skills, career outlook and network of the teenagers. As a natural by-product, we are building a community of teenagers that like what we have to offer. This allows us to experiment with other formats in a very efficient way. Some of them are light-touch points of contact for new teenagers while others are deeper formats that engage veterans of our workshops over longer periods of time.



AFTER SCHOOL MUSCLE

Spring 2019

As in 2018, we offered a series of physical exercise sessions in a public park. We experienced modest demand for this program, which in contrast to 2018 was not scheduled on the weekend but on Wednesdays. It also proved less than optimal to run such a program in a public place, as it can be crowded.



AFTER SCHOOL BASKETS

Spring/Summer 2019

Our second venture into sports was implemented in collaboration with the Olof-Plame-Zentrum in Wedding. This initiative was conceived and executed with minimal investment as a test. We opened a court for pick-up play once a week and promoted this in our community. However, attendance was modest. In the future we should put more effort into such projects and engage partners. This way real value could be created in addition to the existing sports clubs for teenagers.



AFTER SCHOOL FILM

Summer/Fall 2019

This film project over the summer school-break was our first intensive and long-term workshop. Participants had to submit an application and then take ownership of a part of the project. We assembled a crew of about 10 teenagers who directed, shot and edited a series of portraits about 5 other teenagers. The results can be seen online:

afterschoolhustle.org/film2019



AFTER SCHOOL PHOTO

Since fall 2019

The purpose of this format is giving teenagers who are interested in photography a platform to showcase their work. The main pillar is an Instagram channel which features photos submitted by teenagers. A selection of those photos have been shown in a real life exhibition during Berlin Photo Week in October 2019.

[instagram.com/afterschoolphoto](https://www.instagram.com/afterschoolphoto)



ARABISCHE KULTUR

Fall/Winter 2019

In a joint project with the Deutsch-Arabische Freundschaftsgesellschaft, we ran a long-term workshop on documentary photography. The topic of this creative investigation was Arabic Culture in Berlin. The teenagers had the opportunity to deepen their skills in photography, experience a prolonged and multi-phase creative project and – perhaps most importantly – reflect about the facets of Arabic Culture in Berlin. The results will be shown online in January 2020 and also in a real-life exhibition shortly thereafter.



AFTER SCHOOL RADIO

Since Winter 2019

An ongoing project based around music and sound. The first component is a monthly collaboration with CCTV Radio, an live DJing format. Three sets have been produced in 2019 and are available online:

afterschoolhustle.org/radio

OUTPUT INDICATORS AND FEEDBACK

Our work is aimed at producing as many well attended workshops as possible while maintaining very high quality. Hence we take the collection and analysis of data very seriously.

Number of workshops in 2019

68

Teenagers who participated in at least one of these workshops in 2019

209

Percentage of those 209 teenagers who came to more than one workshop in 2019

44%

Average number of workshops each of these 209 teenagers attended in 2019

2.4

Average number of participants in a workshop

7.4

We aim at 8 teenagers per workshop in order to ensure a productive atmosphere. Most of our workshop are fully booked or even overbooked. Usually we promote a workshop until 10 teenagers have signed up for it.

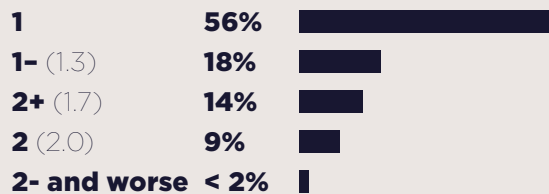
OUTPUT SINCE THE VERY START

After School Hustle started with 4 trial workshops in the fall of 2017, followed by 36 workshops in 2018. In total, we have produced 108 workshops in 2017-2019.

315 teenagers have participated in at least one workshop, 47% of those teenagers in more than one.

Average grade received by teenagers (1-6)

1.28



Recommendation score (10-1)

9.82



We collected feedback sheets from 95% of participants and 98% of those sheets contained at least one of the measures, 95% had both.

Comments

“Very clear relation to real-life applications. Interactive and with a good mix of individual and group exercises.”

“I had fun and could try out something new. Learned new stuff. Met cool people. The food was awesome. Nice location.”

“Free choice of theme to work on. Friendly atmosphere.”

“It was a lot of fun and I have met very nice people. It wasn't too long or tedious.”

“I could take away a lot and it was good to get feedback on my writing. Plus I am a big fan of the coach so it was really amazing to meet him in person.”

“Well organized (as always). Good presentation.”

“One of the best workshops I have been to so far. It was obvious how much expertise the coach had.”

“Organization and structure was great. Everyone was really nice and it was a lot of fun. I was able to learn a lot.”

“Calm atmosphere. Good individual feedback.”

“Unbelievably well structured.”

OUR TEENAGERS

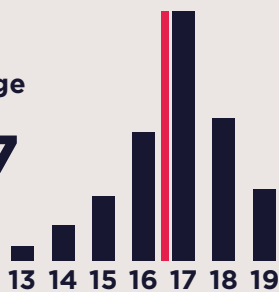
The workshops are open to everybody who is between 13 and 19 years old. We do not select participants – anybody can sign up as long as slots are available. Nonetheless, we aim to give every teenager in Berlin the opportunity to become part of our program. This is ensured in two ways:

1. Our promotion is agnostic to any characteristic. Online ads are targeted purely on age and location (Berlin). Schools that are engaged in further efforts (e.g. placement of posters and conversations with educators) are randomly selected.
2. We limit barriers as far as possible. Everything is free and it is not necessary to bring any equipment. All workshops happen in locations that can be reached from all parts of the city in a reasonable amount of time. We treat every participant in the same way and do not collect information on gender, ethnicity, income, etc.

AGE

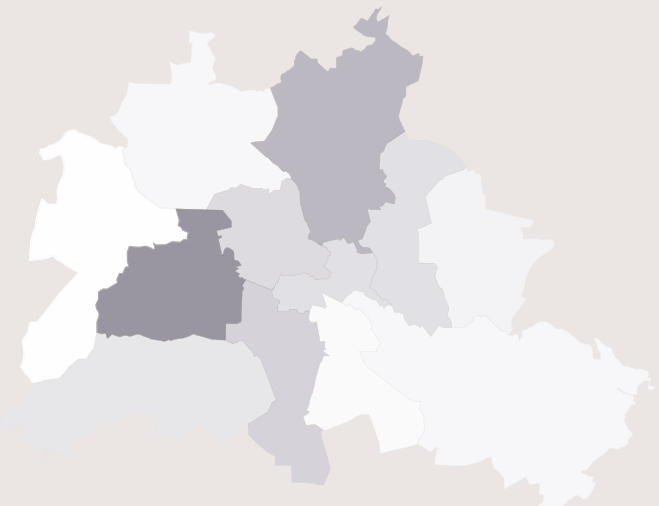
Average

16.7



GEOGRAPHY

Distribution of teenagers by district in which they live



SCHOOLS

Number of distinct high schools those 209 teenager are attending

(6% of our teenagers are not in high school)

83

COMMUNITY BUILDING

Number of participants in 2019 who have also attended at least one workshop in 2018

60

Number of teenagers who have attended 5 or more workshops in 2019

27

Charlottenburg-Wilmersdorf	24%
Pankow	17%
Tempelhof-Schöneberg	11%
Mitte	10%
Friedrichshain-Kreuzberg	8%
Lichtenberg	8%
Steglitz-Zehlendorf	7%
Marzahn-Hellersdorf	4%
Reinickendorf	3%
Treptow-Köpenick	3%
Neukölln	2%
Spandau	1%
Brandenburg	2%

FINANCIALS

Our finances are so simple that we decided to publish them in a legible format, rather than by accounting standards. Values are rounded and in Euro. Our assets are almost entirely cash. Liabilities or receivables are insignificant.

CASH 01 JAN 2019	66 570
DONATIONS	+ 45 610
	<i>+ 112.180</i>
STAFF	- 80 840
MARKETING	- 10 060
WORKSHOPS	- 6550
RENT	- 5000
HEAD OFFICE	- 4310
ADMIN	- 2310
	<i>- 109.070</i>
CASH 31 DEC 2019	3060



STAFF

In addition to the director Pawel Mordel, two college students are permanently employed. In the first half of 2019 there was another part-time employee, who also worked on fixed contracts before and after his employment. Four other individuals were contracted for various tasks, mainly in relation to marketing.

MARKETING

This includes media cost (mainly Facebook), consulting by a PR agency, events, swag and materials such as posters and stickers.

WORKSHOPS

Direct expenses for our program, such as food and drink for the participants, technical equipment, utensils and paper products.

RENT

While we used to get workshop space for free, this year we had to incur some costs due to the volume of workshops and increased staff.

HEAD OFFICE

Expenses that are not directly tied to running workshops or marketing: Technical equipment, software and other office materials, travel, memberships and subscriptions.

ADMIN

Legal, tax advisory, insurance.

DONORS 2019

(Donations above 1000 Euro)

Beisheim Stiftung *(Our founding partner)*
 Qatar Foundation International
 Stiftung Pfefferwerk
 Stiftung Berliner Sparkasse
 Fritz und Thekla Funke-Stiftung
 adidas AG
 Hochschule Ansbach
 Stiftung Bildung und Gesellschaft (Primus Preis)
 Walter Franz Maschke

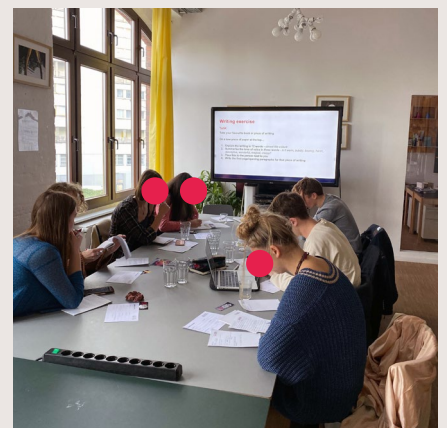
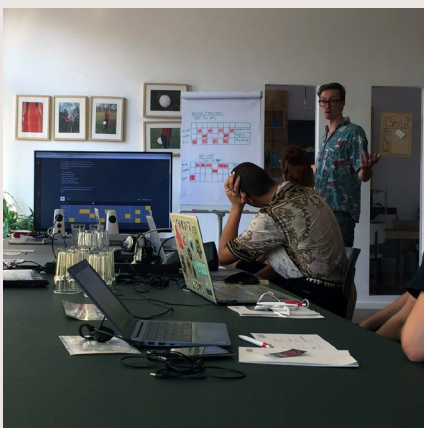
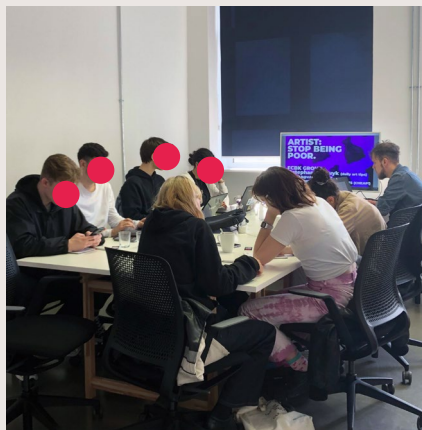
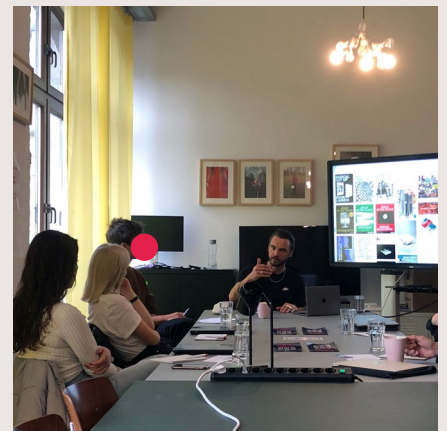
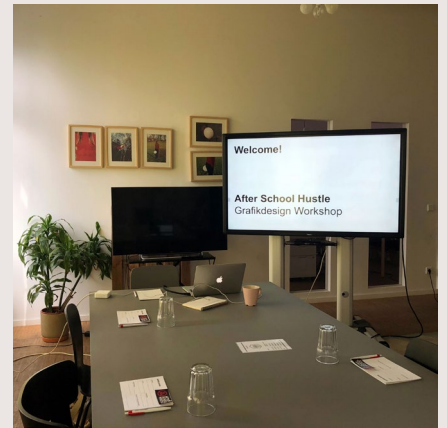
And many smaller donations from foundations, corporations and individuals.

SOME OF OUR FLYERS

Most of our announcements happen on Instagram (@afterschoolhustle). But we also print posters and flyers.



IMPRESSIONS FROM OUR WORKSHOPS



SUMMER PARTY + POP-UP STORE

Events are important for a community. In 2019, we had a couple of smaller meet-ups and a big one in June: The summer party was an opportunity for teenage artists, musicians and DJs to show their skills. And everybody else had chance to meet, make new friends and have a good time.

In a space donated to us by Adidas, we were able to produce a week-long program during the summer break. We had workshops during the day, talks in the evening and a place to hang out and get a hoodie during the remaining hours.



LESSONS AND PROGRESS

After proving the demand for our workshops in 2018, in 2019 we set out to expand our program and invest in the future. The first hires were made and the volume of weekly workshops was doubled from one to two. We also took a more ambitious and systematic approach towards fundraising, dedicating significant resources to this activity. In sum, After School Hustle went from an experiment in education to a non-profit company that produces free workshops for teenagers.

The past year showed that demand from teenagers remains strong. We were able to interest enough of them for each of our workshops. The teenagers remained satisfied by our program, kept coming back and told their friends about After School Hustle.

Similarly, we were able to increase the number of coaches. Strangers reached out to us and many became active members of our community, not only teaching workshops, but also taking a general interest in the health of the program.

Our own expertise and capacity improved significantly in 2019. Now we have processes in place to work as a team, which is essential for further scaling. And the ever increasing community of teenagers became further involved and will stay with us in the future.

We were especially pleased that the longer formats we developed worked out. As they require more commitment from the participants, they were more risky. But although many things diverged from our expectations, these formats are viable and we now know how to such experiences.

Progress was also made concerning fundraising. A number of new partners could be won and we expect to keep working with them in the future. We now have a better understanding of the non-profit landscape and significantly expanded our network. However, a lot of work need still needs to be invested into this aspect of our project, especially since we want to scale up our operation.

OUTLOOK FOR 2020

As of January 2020, the outlook for the coming year is positive. The continuing support from the Beisheim Foundation, as well as the good relations with other partners, will enable us to continue at a steady pace.

The team will remain the same and our output will be stable. As in 2019, we aim to produce two workshops per week. With our increased experience and the investments that we undertook in 2019, this should be easier. Hence we expect to be more efficient overall.

Fundraising will remain a significant concern in the following months. We will develop a number of new approaches and test them. These will partly go beyond the traditional donation model. After more than two years of being entrepreneurs in education, we have build up expertise to confidently venture into new territories.

The vision remains unchanged and we are driven by our purpose. It often can be challenging, but it is exciting. In the next couple of months we want to lay the groundwork for growth: more workshops, new formats and services, as well as the first steps towards an expansion beyond Berlin.

We sincerely thank our supporters and partners and are looking forward to working with new ones in the following months. This program would not be possible without the support of many people, not least our amazing coaches.

At the heart of our work are the teenagers. We admire them for their effort and dedication to learning and practicing with us. After School Hustle was founded for them and we hope that we can keep it going in 2020 and far beyond.



After School Hustle is a limited liability company registered in Germany and recognized as a non-profit. It is owned and managed by its founder Pawel Mordel.

After School Hustle ist eine gemeinnützige Unternehmergesellschaft. Pawel Mordel ist der einzige Gesellschafter und Geschäftsführer.

After School Hustle gUG

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